

Dear Ladies and Gentlemen,

I am a 59-year-old professor of Radio-Television in the A. Q. Miller School of Journalism and Mass Communications at Kansas State University. I am seeking to retire early because it is so difficult to be upbeat with students about the state of American radio and television broadcasting today. The result of the Commission's earlier decision to deregulate ownership has resulted in not a greater diversity of voices but a homogenization of them. Any additional deregulation will largely serve national corporate interests, not the interests of "localism" that the FCC has always traditionally—and rightly—espoused. With further deregulation of ownership, we are likely to suffer the consolidation of corporate control in the broadcast sector that occurred a few years ago in the unregulated music recording industry—and with the same discouraging effects on the diversity, quality, and utility of the resulting product.

To consider additional deregulation of media ownership would only serve to further undermine the very public interest that the FCC is mandated to protect. Regulation is what the FRC and the FCC were created to provide. Today, it is not space in the spectrum that is scarce. It is real variety in programming and diversity in ownership. Do not shrink from your duty to protect the widest possible public interest. Instead of even considering loosening the ownership rules further, you should re-instate the limits that were in place prior to the most recent deregulation.

I couldn't be more sincere,

David T. MacFarland, Ph.D
Associate Professor, Radio-TV
The A. Q. Miller School of Journalism and Mass Communications
105 Kedzie Hall
Kansas State University
Manhattan, KS. 66506

dmac309@ksu.edu